

## CALFED Bay-Delta Program Draft Preferred Alternative (Programmatic DEIR/DEIS)

### Roll Out Strategy

updated 01/26/98

#### Overview

In February 1998, the CALFED Bay-Delta Program will release for public review a coordinated, multi-agency draft Programmatic Draft Environmental Impact Statement/Report of various alternatives, including the alternative that has technical resource management advantages, for the environmental and water management problems associated with the Bay-Delta system. The goal of the solution is to develop a long-term comprehensive plan that will restore ecological health and improve water management for beneficial uses of the Bay-Delta system.

#### Approach

The intention is that no stakeholder in the CALFED process be surprised by the content of the draft, or by the identification of the alternative with technical resource management advantages. This will be achieved through a multi-step release strategy in which the alternative narrowing process is conducted in a public forum with stakeholder input.

The advantage of this approach is that all stakeholders will have an opportunity to make their views known during the process, and CALFED will be able to incorporate their input prior to the final decision. A disadvantage of this approach, however, lies in the possibility that stakeholders who are unhappy with the emerging outcome of the narrowing process will make their concerns known through traditional political and media channels, which could exacerbate controversy rather than lead to consensus.

#### Key Messages

Throughout the narrowing process and during the release of the PEIS/R, it will be important to put forth clear and consistent messages about both the Bay-Delta system and the process of developing a solution to fix it.

#### *Bay-Delta System Messages*

- Every Californian depends on the Bay Delta system
- The system has lost its ability to adequately meet water or environmental needs
- If the system is not fixed, California's environment, trillion dollar economy and quality of life are at risk.

*CALFED Process Messages*

- There is a new way of resolving water conflicts in California
- There will be trade-offs
- The real work is just beginning
- The public needs to give feedback on the trade-offs

**Key Variables**

- Will all stakeholders continue to participate in the process once the PEIS/R is released?
- To what extent will issues surrounding B(2) and VAMP distract from CALFED messages?
- Will stakeholders revert to traditional positions?
- Will media cover the issue in a balanced and visible way?
- Will opinion leaders show an interest in a successful outcome?

**Pre-Release Outreach**

Due to the ambitious technical and decision-making schedule, it will be important to make a concerted effort to keep elected officials, stakeholders and other interested parties informed about the progress of the narrowing process. This process has already begun with speaking engagements, public meetings and media outreach. In December, January, and February, however, several other activities will need to take place, including:

- Congressional staff briefings
- Legislative staff briefings
- Stakeholder/opinion leader briefings
- Regular updates via articles in CALFED publications

**Timeline**

There are several key milestones in the decision-making process many of which provide opportunities for public outreach activities.

<b><u>Date</u></b>	<b><u>Milestone</u></b>
12/11, 12/15	<b>MANAGEMENT TEAM MEETING</b> -- CALFED staff presents work to date on narrowing process. Discussion of optimized alternatives and emerging trade-offs to be considered.
12/12*	<b>BAY-DELTA ADVISORY COUNCIL</b> -- CALFED staff presents work to date on narrowing process. Discussion of optimized alternatives and emerging trade-offs to be considered.

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12/17*	<b>ACCORD EXTENSION</b> -- CALFED agencies announce extension of the Bay-Delta Accord.
Mid-December	<b>ADMINISTRATIVE DRAFT CIRCULATED TO AGENCIES</b> -- Agencies will have an opportunity to review the administrative draft of the PEIS/R. It will not contain the preferred alternative.
12/18-12/19	<b>POLICY GROUP MEETING</b> -- CALFED policy makers give direction to CALFED staff on the selection of a preferred alternative.
12/22	<b>IDT REFINES ALTERNATIVE</b> -- IDT begins incorporating Policy Group direction on preferred alternative into PEIS/R.
January 13	<b>MANAGEMENT TEAM MEETING</b>
January 16	<b>ADMINISTRATIVE DRAFT DISTRIBUTED</b> -- to CALFED agencies for internal review.
January 20	<b>MANAGEMENT TEAM MEETING</b>
Starting Week of January 20	<b>BRIEFINGS</b> -- CALFED staff holds informal briefings with legislative staff to provide an update on process of identifying a preferred alternative.
January 26-27	<b>POLICY GROUP MEETING</b>
January 29*	<b>BAY-DELTA ADVISORY COUNCIL</b> -- CALFED staff presents work to date on development of draft PEIS/R.
February 9-11	<b>CALFED Agencies</b> --CALFED obtains final feedback to draft PEIS/R
February 26-27	<b>POLICY GROUP MEETING</b>
Two Weeks Prior to Release	<b>BRIEFINGS</b> -- CALFED staff and stakeholders hold briefings with elected officials and editorial boards.
To Be Announced**	<b>FORMAL RELEASE</b> -- Copies of the draft PEIS/R are distributed for public review.
Two Weeks After Release*	<b>ORIENTATION SESSION</b> --An orientation to the PEIS/R and the appendices at the Sacramento Convention Center

Last Two Weeks of Formal Comment Period*	<b>FORMAL PUBLIC HEARINGS</b> -- CALFED staff holds public hearings throughout the state.
Early Summer*	<b>PUBLIC INFORMATION WORKSHOPS</b> --CALFED staff holds public information workshops throughout the state.
	* Indicates public meeting
	** Assumes PEIS/R released at the same time as the Phase II Report.

### **Outreach Materials**

*Key Decision Summaries* -- CALFED staff will prepare informal summaries of key milestones and decisions to disseminate to BDAC and the Public Affairs Group, as well as the CALFED web site, on an as needed basis.

*News Releases* -- CALFED staff will prepare and distribute news releases as appropriate prior to the release and at the time of release.

*Newsletters* -- The December and January issues of CALFED News and Eco-Update will contain articles about the narrowing process and emerging trade-offs.

*Fact Sheets* -- CALFED staff will update Program fact sheets for distribution to interested parties.

*Executive Summary* -- CH2MHILL will prepare a technical executive summary.

*Primer--Layperson's Guide*--CALFED will prepare a guide that describes the process, the alternatives, the highlighted alternative, and answers commonly asked questions.

*Template Articles* -- CALFED staff will prepare articles for distribution to local newspapers and stakeholder newsletters describing the draft preferred alternative.

*B-Roll Footage* -- CALFED will work with ACWA and MWD to obtain copies of recent Bay-Delta b-roll footage.

*Camera-Ready Maps/Other Visuals* -- CALFED staff will produce and distribute camera ready visuals to major print outlets prior to the release.

*Media Tours, Stakeholder Panels, and Technical Workshops*--CALFED staff will organize.

### **Media Targets**

CALFED will target the following media with news about the PEIS/R:

#### *Editorial Boards*

- Sacramento Bee
- San Francisco Chronicle
- Contra Costa Times
- Chico News Enterprise
- Redding Record Searchlight
- Los Angeles Times
- Orange County Register
- San Diego Union Tribune
- Bakersfield Californian
- Fresno Bee

#### *News Releases*

- California and national print, broadcast and wire water and environmental reporters
- Trade media
- Businesswire

#### *Template Articles*

- Weekly newspapers
- Stakeholder newsletters

### **Legislative Briefings**

CALFED will brief the following elected officials two weeks prior to the release:

#### *Federal*

#### **Executive Branch**

Office of Political Affairs

Tom Epstein

Office of Environmental Policy

Michael Davis

CALFED will make phone calls two weeks prior to the release and fax the embargoed news release the day prior to release:

*Congress*

Phone call and faxed release to Washington, DC and district offices  
Entire California delegation

*State*

Visits two weeks prior to release and faxed release:  
Chairs of policy and fiscal committees  
Leadership in State Senate and State Assembly

*Local*

Faxed copy of release to every chair of board of supervisors in Sacramento/San Joaquin Valley;  
Bay Area, Los Angeles, San Diego and Orange County.

**Agency Briefings**

CALFED staff will brief the following state and federal agencies two weeks prior to release:

*State*

**CALEPA**

Peter Rooney  
State Water Resources Control Board  
Walt Petit  
John Caffrey, Chair

**California Resources Agency**

Doug Wheeler  
Jim Brahman

**Department of Water Resources**

David Kennedy  
Bob Potter

**Department of Fish and Game**

Jacqueline Schafer

**Department of Health Services**

Drinking Water Management  
Dave Spath

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## *Federal*

### EPA

Administrator's Office

Chantale Wong, Special Assistant

Denise Groveling, OCEPA Deputy AA

Office of Water

Bob Perciasepe, AA

Martha Prothro, Deputy AA

Tudor Davies, Science and Technology

Region 9

Felicia Marcus, Regional Administrator

### Department of the Interior

Fish and Wildlife Service

Bureau of Reclamation

### US Army Corps of Engineers

### Department of Agriculture

Natural Resources Conservation Service

### Department of Commerce

National Marine Fisheries Service

### **Stakeholders**

CALFED staff will distribute the news release and Phase II Report to the following stakeholder organizations for day of release:

- All BDAC members
- California Building Industry
- California Business Properties Association
- California Business Roundtable
- State Chamber of Commerce
- California Farm Bureau Federation
- California Farm Water Coalition
- Community Alliance with Family Farmers

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- Western Growers Association
  
- Association of California Water Agencies
- Kern County Water Agency
- California Urban Water Agencies
- Central Valley Project Water Users Assn.
- City of Los Angeles, Department of Water and Power
- EBMUD
- Metropolitan Water District of Southern California
- Northern California Water Association
- San Diego County Water Authority
- San Luis & Delta Mandota Water Agency
- State Water Contractors
  
- Delta Protection Commission
  
- Environmental Defense Fund
- Natural Resources Defense Council
- Planning and Conservation League
- Share the Water
- Sierra Club/Environmental Water Caucus
- The Bay Institute
  
- Pacific Coast Federation of Fishermen Association
- California Waterfowl Association
  
- San Francisco PUC
- Federal Energy Regulatory Commission
- 
- Fishery Management Council
- Pacific Fishery Managers Council
  
- League of Cities
- California State Association of Counties
  
- San Francisco Estuary Project
  
- Family Water Alliance
  
- Norcal Guides
  
- Regional Council of Rural Counties



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- **Water Education Foundation**
- **Wildlife Conservation Board**